

Last Chance Check-List

Project	
Date	
Proofed by	

Planning

___1	Does your publication fulfill the goals identified in the six basic questions regarding publication purpose, desired image, and reader expectations?
___2	Does your design reflect the information hierarchy identified at the word processing stage?
___3	Did you try out alternative layouts using a pencil and paper before starting to work on your computer?
___4	Does your layout project an appropriate image on?
___5	Did you establish realistic schedules and budgets before beginning work?

Page Layout

___6	Is there a consistent column structure, or grid, appropriate for your publication's mix of text and graphics?
___7	Have you framed your pages with sufficient white space along the top, bottom, and sides?
___8	Is column spacing appropriate to type size?
___9	Did you employ only functional borders?

Headlines

___10	Do Headlines clearly emerge from adjacent text?
___11	Does headline type size reflect importance?
___12	Are headlines surrounded with white space?
___13	Did you replace white space inside headlines with white space around headlines?
___14	Are headlines, subheads, and pull-quotes consistent throughout your document?
___15	Did you break multi-line headlines at logical pauses?
___16	Did you use uppercase type in headlines with restraint?

Last Chance Check-List

___17	Did you break long headlines into shorter elements?
___18	Have you avoided parallel, or tombstone, headlines?
Subheads	
___19	Did you use subheads to break up long text passages?
___20	Do subheads clearly emerge from surrounding text?
___21	Do subhead sizes reflect their importance?
___22	Have you used typographic contrast, white space, and graphic accents to separate subheads from preceding text?
___23	Have you avoided isolating subheads at the tops and bottoms of columns and pages?
Pullquotes	
___24	Did you place pull-quotes within paragraphs rather than between paragraphs?
___25	Did you place pull-quotes within paragraphs rather than between paragraphs?
___26	Do pull-quotes clearly stand out from adjacent text?
___27	Have you avoided introducing unnecessary text wraps?
Body copy	
___28	Did you choose a readable or "transparent" typeface for body copy?
___29	Is type size appropriate for typeface and line length?
___30	Did you experiment with reduced letter and word spacing to tighten up body copy?
___31	Did you replace underlined words with bold or italic type, or small caps?
___32	Did you use bold and italic type with restraint?
Paragraphs	
___33	Did you use one, and only one, way to indicate new paragraphs throughout your document?
___34	Are tabs and indents appropriate for the type size and column width you have chosen?
___35	Did you avoid indenting the first line of paragraphs after headlines or subheads?
___36	Have you eliminated widows and orphans?
Initial caps	
___37	Are your initial caps large enough to look purposeful rather than accidental?

Last Chance Check-List

___38	Did you provide a smooth transition between initial caps and the paragraphs they introduce?
___39	Does each initial cap baseline align with one of the text baselines?
___40	Have you eliminated unwanted space between initial caps and the words they introduce?
___41	Do initial caps inadvertently spell out embarrassing words?
___42	Did you hang initial caps to maintain alignment with adjacent columns of text?
Punctuation	
___43	Did you replace typewriter-style punctuation with the correct typeset punctuation?
___44	Did you hang punctuation?
___45	Did you eliminate unnecessary punctuation?
Lists	
___46	Did you replace space within lists with space around lists?
___47	Did you use typographic contrast to eliminate unnecessary punctuation within lists?
___48	Did you use numbers or symbols to introduce lists?
Characters, symbols, and special numbers	
___49	Have you replaced letters with ligatures when appropriate?
___50	Have you used Old Style Figures and True Small Caps (when available) to maintain an even body copy texture?
___51	Did you replace words with symbols whenever possible?
Spell-checking your publication	
___52	Did you run your spell-checker one last time?
___53	Did you double-check your spell-checker's substitutions?
Visuals	
___54	Do the sizes of your visuals reflect their importance?
___55	Do photographs direct your reader's eyes into your pages rather than off the page?
___56	Have you cropped and silhouetted photographs to emphasize only the most important parts?
___57	Did you align photographs with each other and adjacent text columns?
___58	Did you provide borders for photographs when needed?

Last Chance Check-List

___ 59	Did you use an appropriate typeface, type size, and line spacing for captions?
___ 60	Did you use care when placing text on top of photos?
___ 61	Have you replaced text with tables, organization charts, or other visual tools when appropriate?
___ 62	Have you chosen the type of chart or graph that best communicates and interprets your information?
___ 63	Did you add meaningful titles for tables and graphs?
___ 64	Have you omitted unnecessary clip art?
Graphic accents	
___ 65	Have you avoided unnecessary rules, boxes, and screens?
___ 66	Did you exercise restraint when adding reverses?
___ 67	Did you choose the proper typeface, type size, and type style for reversed text?
Color	
___ 68	Did you use two-color printing for unity and emphasis?
___ 69	Did you concentrate color in a few large areas rather than scatter it over the pages?
___ 70	Does your use of color reflect an appropriate emotional response?
___ 71	Did you increase the size or width of text set in color?
___ 72	Did you avoid running photographs of people in a second color?
___ 73	Have you avoided weak, screened colors?